I claim:

1. A seal assembly for a telescoping joint, comprising:

a first and second nested tubular members slidably mounted with respect to each other and defining an annular space therebetween;

at least one seal, supported by one of said tubular members and sealingly spanning said annular space, said seal having a longitudinal axis and opposed ends and being compressed, upon assembly to said tubular member retaining it, in a direction substantially aligned with its longitudinal axis.

- The assembly of claim1, wherein:
 said compression of said seal is due to an interference fit in said tubular member that retains it.
- 3. The assembly of claim 2, wherein:
 said interference fit is created by forming opposed seal ends, prior to mounting,
 being disposed in non-parallel planes while said tubular member which retains
 said seal comprises retaining surfaces that are disposed in parallel planes.
- 4. The assembly of claim 2, wherein:

said interference fit is created by forming opposed seal ends, prior to mounting, being disposed in parallel planes while said tubular member which retains said seal comprises retaining surfaces that are disposed in non-parallel planes.

5. The assembly of claim 2, wherein:

said interference fit is formed by having at least one seal end, prior to mounting, in a different plane than a surface on said tubular member against which it is to abut, upon mounting.

- 6. The assembly of claim 2, wherein:
 said seal further comprises a sealing surface having an upper and a lower end and
 where at least one of said ends is beveled with respect to said longitudinal axis.
- 7. The assembly of claim 6, wherein:
 said bevel ranges from greater than 0 degrees from said longitudinal axis to at
 least about 15 degrees.
- 8. The assembly of claim 2, wherein:
 said seal is retained to said tubular member on at least one end by a projectiondepression configuration between an end of said seal and an adjacent tubular
 member retaining it.
- 9. The assembly of claim 8, wherein:
 said depression is longer than said projection in a direction perpendicular to the longitudinal axis of said seal.
- 10. The assembly of claim 9, wherein:
 said projection comprises a U or V shape or forms an undercut with respect to said depression.
- 11. The assembly of claim 2, wherein:

 said tubular member that retains said seal further comprises a passage to allow a
 lubricant to be directed from outside said annular space to a sealing face on said
 seal in said annular space.

12. A seal assembly for a telescoping joint, comprising:

a first and second nested tubular members slidably mounted with respect to each other and defining an annular space therebetween;

at least one seal, supported by one of said tubular members and sealingly spanning said annular space, said seal having a longitudinal axis and opposed ends and said seal is retained to said tubular member on at least one end by a projection-depression configuration between an end of said seal and an adjacent tubular member retaining it.

- 13. The assembly of claim 12, wherein:
 said seal further comprises a sealing surface having an upper and a lower end and
 where at least one of said ends is beveled with respect to said longitudinal axis.
- 14. The assembly of claim 13, wherein:
 said seal is compressed, upon assembly to said tubular member retaining it, in a direction substantially aligned with its longitudinal axis.
- 15. A seal assembly for a telescoping joint, comprising:

 a first and second nested tubular members slidably mounted with respect to each other and defining an annular space therebetween;

 at least one seal, supported by one of said tubular members and sealingly spanning said annular space, said seal having a longitudinal axis and opposed ends and said seal further comprises a sealing surface having an upper and a lower end and where at least one of said ends is beveled with respect to said longitudinal axis.
- 16. The assembly of claim **15**, wherein:

said seal is retained to said tubular member on at least one end by a projectiondepression configuration between an end of said seal and an adjacent tubular member retaining it.

- 17. The assembly of claim 16, wherein:
 said seal is compressed, upon assembly to said tubular member retaining it, in a
 direction substantially aligned with its longitudinal axis, said compression of said
 seal is due to an interference fit in said tubular member that retains it.
- 18. The assembly of claim 17, wherein:
 said interference fit is formed by having at least one seal end, prior to mounting,
 in a different plane than a surface on said tubular member against which it is to
 abut, upon mounting.
- 19. The assembly of claim 1, wherein:said seal is formed of nitrile or polyurethane.
- 20. The assembly of claim 12, wherein: said seal is formed of nitrile or polyurethane.